

Listing of Claims

This listing of claims replaces all prior versions and listings of claims in the application:

1. (Canceled).
2. (Currently amended) A system for providing on-line advertising, according to Claim 1, further comprising:
 - an advertising creative interface for defining the appearance and content of an advertising creative using at least one of user inputs and stored data, the advertising creative including a hyperlink reference to a web page;
 - an indexer to identify one or more advertisements relevant to a query, wherein the identified advertisements describe characteristics relevant to at least one item;
 - a scorer to score the advertisements based on a measure of match between the query and the characteristics of the identified advertisements; and
 - a targeting component to provide the advertising creative associated with at least one such advertisement as Web-based content on one or more targeted Web pages.
3. (Currently amended) A system according to Claim 2, wherein ~~a numerical score is assigned to the identified advertisements based on a degree of the match, and~~ at least some of the identified advertisements are ranked by the numerical score.
4. (Original) A system according to Claim 2, wherein at least some of the advertisements are provided as the Web-based content in response to selection of the hyperlink reference of the associated advertising creative.

5. (Original) A system according to Claim 2, wherein the advertising creative is targeted by associating one or more query terms with the item description.

6. (Currently amended) A system according to Claim ~~21~~, wherein at least part of the information is included in the advertising creative.

7. (Currently amended) A system according to Claim ~~21~~, further comprising:
an advertising creative generator to automatically generate the advertising creative from the information.

8. (Currently amended) A system according to Claim ~~21~~, further comprising:
an advertising budget interface to determine an advertising budget specifying compensation associated with the advertising creative.

9. (Original) A system according to Claim 8, wherein the advertising budget includes a budgeted compensation amount per unit of time.

10. (Original) A system according to Claim 8, wherein compensation is collected for on-line publication of the advertising creative in accordance with the advertising budget.

11. (Original) A system according to Claim 8, wherein the advertising budget is based on at least one of per impression of the formatted advertisement, per click of the formatted advertisement and by a conversion of the at least one item.

12. (Currently amended) A system according to Claim ~~21~~, wherein the item description comprises at least one of text, an image, price, contact information, and payment information.

13. (Currently amended) A system according to Claim 21, wherein the stored data comprises at least one of ~~persistently stored~~ directly accessible data and a hyperlinked Web page.

14. (Canceled).

15. (Currently amended) A method for providing on-line advertising, ~~according to Claim 14, further~~ comprising:

generating appearance and content for an advertising creative through an advertising creative interface using at least one of user inputs and stored data, the advertising creative including a hyperlink reference to a web page;

identifying one or more advertisements relevant to a query, wherein the identified advertisements describe characteristics relevant to at least one item;

scoring the advertisements based on a measure of match between the query and the characteristics of the identified advertisements; and

providing the advertising creative associated with at least one such advertisement as Web-based content one or more targeted Web pages.

16. (Currently amended) A method according to Claim 15, further comprising:
~~assigning a numerical score to the identified advertisements based on a degree of the match; and~~

ranking at least some of the identified advertisements by the numerical score.

17. (Original) A method according to Claim 15, further comprising:
providing at least some of the advertisements as the Web-based content in response to selection of the hyperlink reference of the associated advertising creative.

18. (Original) A method according to Claim 15, further comprising:
targeting the advertising creative by associating one or more query terms with the item
description.
19. (Currently amended) A method according to Claim ~~15~~4, further comprising:
including at least part of the information in the advertising creative.
20. (Currently amended) A method according to Claim ~~15~~4, further comprising:
automatically generating the advertising creative from the information.
21. (Currently amended) A method according to Claim ~~15~~4, further comprising:
determining an advertising budget specifying compensation associated with the
advertising creative.
22. (Original) A method according to Claim 21, wherein the advertising budget includes
a budgeted compensation amount per unit of time.
23. (Original) A method according to Claim 21, further comprising:
collecting compensation for on-line publication of the advertising creative in accordance
with the advertising budget.
24. (Original) A method according to Claim 21, wherein the advertising budget is based
on at least one of per impression of the formatted advertisement, per click of the formatted
advertisement and by a conversion of the at least one item.

25. (Currently amended) A method according to Claim 1514, wherein the item description comprises at least one of text, an image, price, contact information, and payment information.

26. (Currently amended) A method according to Claim 1514, wherein the stored data comprises at least one of ~~persistently stored~~directly accessible data and a hyperlinked Web page.

27. (Currently amended) A computer-readable storage medium holding code for performing the method according to Claim 1514.

28. (Canceled).

29. (New) An apparatus for providing on-line advertising, comprising:
means for defining the appearance and content of an advertising creative using at least one of user inputs and stored data, the advertising creative including a hyperlink reference to a web page;

means for identifying one or more advertisements relevant to a query, wherein the identified advertisements describe characteristics relevant to at least one item;

means for scoring the advertisements based on a measure of match between the query and the characteristics of the identified advertisements; and

means for providing the advertising creative associated with at least one such advertisement as Web-based content on one or more targeted Web pages.